

Eastern States Radio Corporation

COLLEGE RADIO SERVICE DIVISION

P. O. BOX 1982
COLUMBUS 16, OHIO
WORTHINGTON 2-5394

February 5th, 1954

Miss Janet White
Manager, Radio Station WCSR
10 $\frac{1}{2}$ Prospect Street
Northampton, Massachusetts

Dear Miss White:

We will shortly be submitting to the American Tobacco Company a recommendation to renew its college radio program contract for the 1954-5 college year.

Would you please advise us as to whether WCSR wants to be included in the list of stations desiring renewal of this contract, and also whether the contractual conditions in force this year will be acceptable for a renewal agreement for the 1954-5 year?

Your prompt reply will be greatly appreciated, since we must, of course, have each station's consent before submitting our list to the sponsor for consideration of approval.

Cordially,

Bob Vance

Robert R. Vance, Jr.
Operations Manager

RV:s

Eastern States Radio Corporation

COMMERCIAL SERVICE DIVISION

100 N. BROAD ST.
NEW YORK, N. Y.

PROPERTY OF, TO A

Miss Janet White
Manager, Radio Station WGBR
100 Broad Street
Northampton, Massachusetts

Dear Miss White:

We will shortly be submitting to the American Tobacco Company a recommendation to renew its college radio program contract for the 1934-5 college year.

Would you please advise us as to whether you want to be included in the list of stations desiring renewal of this contract, and also whether the co-sponsorship conditions in force this year will be acceptable for a renewal agreement for the 1934-5 year.

Your prompt reply will be greatly appreciated, since we must, of course, have each station's consent before submitting our list to the company for consideration of approval.

Cordially,

Robert L. Vance, Jr.
Vice-President

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